

<i>SERFF Tracking Number:</i>	<i>AMRP-126427426</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Republic Corp Insurance Company</i>	<i>State Tracking Number:</i>	<i>44376</i>
<i>Company Tracking Number:</i>	<i>09AR0522</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>ARCIC Radio Ads for Plan F</i>		
<i>Project Name/Number:</i>	<i>ARCIC Radio Ads for Plan F/09AR0522</i>		

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: ARCIC Radio Ads for Plan F SERFF Tr Num: AMRP-126427426 State: Arkansas
 TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 44376
 Standard Plans 2010

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0522 State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Disposition Date: 01/21/2010

Authors: Andrea Davey, Kerin
 Overturf, Brandy Horton

Date Submitted: 12/21/2009 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: ARCIC Radio Ads for Plan F
 Project Number: 09AR0522
 Requested Filing Mode: Review & Approval
 Explanation for Combination/Other:
 Submission Type: New Submission
 Overall Rate Impact:
 Filing Status Changed: 01/21/2010

Status of Filing in Domicile: Authorized
 Date Approved in Domicile:
 Domicile Status Comments:
 Market Type: Individual
 Group Market Size:
 Group Market Type:
 Explanation for Other Group Market Type:
 State Status Changed: 01/21/2010
 Created By: Andrea Davey
 Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andrea Davey

Filing Description:

Re: Individual Medicare Supplement Advertising

Z-2561 & Z-2562

We are enclosing the above referenced forms for your review and approval. These forms are new and is not intended to replace any form currently in use. This is a product radio ad that will be used in the solicitation of our Individual Medicare Supplement plans.

SERFF Tracking Number: AMRP-126427426 State: Arkansas
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 44376
 Company Tracking Number: 09AR0522
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
 Standard Plans 2010
 Product Name: ARCIC Radio Ads for Plan F
 Project Name/Number: ARCIC Radio Ads for Plan F/09AR0522

We hope you will find this form satisfactory. If you have any questions, or if I can be of assistance during the review process, please feel free to contact me at 1-800-247-2190, ext. 2006.

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
 601 6th Ave 515-245-2006 [Phone]
 Des Moines, IA 50334 515-245-2391 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
 P O Box 2780 Group Code: 3527 Company Type: Life and Health
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? Yes
 Fee Explanation: 2 ads @ \$25/advertisement = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	12/21/2009	32942268

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TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010	Sub-TOI:	MS08I.005 Plan F (Basic) 2010
Product Name:	ARCIC Radio Ads for Plan F		
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/21/2010	01/21/2010

Amendments

Schedule	Schedule Item Name	Created By	Created On	Date Submitted
Form	ARCIC 60-second Radio Ad for Plan F	Andrea Davey	01/20/2010	01/20/2010

<i>SERFF Tracking Number:</i>	<i>AMRP-126427426</i>	<i>State:</i>	<i>Arkansas</i>
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<i>Product Name:</i>	<i>ARCIC Radio Ads for Plan F</i>		
<i>Project Name/Number:</i>	<i>ARCIC Radio Ads for Plan F/09AR0522</i>		

Disposition

Disposition Date: 01/21/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: AMRP-126427426 State: Arkansas

Filing Company: American Republic Corp Insurance Company State Tracking Number: 44376

Company Tracking Number: 09AR0522

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010

Product Name: ARCIC Radio Ads for Plan F

Project Name/Number: ARCIC Radio Ads for Plan F/09AR0522

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	ARCIC 30-second Radio Ad for Plan F	Filed	Yes
Form (revised)	ARCIC 60-second Radio Ad for Plan F	Filed	Yes
Form	ARCIC 60-second Radio Ad for Plan F	Replaced	Yes

SERFF Tracking Number: AMRP-126427426 State: Arkansas

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Company Tracking Number: 09AR0522

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010

Product Name: ARCIC Radio Ads for Plan F

Project Name/Number: ARCIC Radio Ads for Plan F/09AR0522

Amendment Letter

Submitted Date: 01/20/2010

Comments:

Please note, we have revised Z-2562 and attached under the 'Forms Schedule' tab. Please let me know if there is anything else I can do to help in the review of this filing.

Thank you!

Changed Items:

Form Schedule Item Changes:

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
Z-2562	Advertising	ARCIC 60-second Radio Ad for Plan F	Initial					Z-2562 Revised 1-19 Bracketed.pdf

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Standard Plans 2010

Product Name: ARCIC Radio Ads for Plan F

Project Name/Number: ARCIC Radio Ads for Plan F/09AR0522

Form Schedule

Lead Form Number: Z-2561

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/21/2010	Z-2561	Advertising	ARCIC 30-second Radio Ad for Plan F	Initial			Z-2561 Bracketed.pdf
Filed 01/21/2010	Z-2562	Advertising	ARCIC 60-second Radio Ad for Plan F	Initial			Z-2562 Revised 1-19 Bracketed.pdf

PLAN F RADIO AD :30 SECOND

ATTENTION MEDICARE PARTICIPANTS: COULD YOU BE PAYING MORE THAN YOU NEED TO FOR YOUR MEDICARE COVERAGE?

I'M [AGENT NAME] FROM AMERICAN REPUBLIC CORP INSURANCE COMPANY AND FOR MANY OF THE [CITY] RESIDENTS I'VE TALKED TO, THE ANSWER IS "YES".

DID YOU KNOW THAT ALL MEDICARE SUPPLEMENTS ARE REQUIRED TO GIVE YOU THE SAME BENEFITS. FOR EXAMPLE, PLAN F FROM A BIG, WELL-KNOWN COMPANY IS **EXACTLY THE SAME** AS PLAN F FROM A SMALLER COMPANY.

SO WHAT'S THE DIFFERENCE?

PRICE.

ARE YOU OVERPAYING? I'D LOVE TO HELP YOU FIND OUT BY REVIEWING THE COSTS, LIMITS AND BENEFITS. JUST CALL ME AT [XXX-XXXX] ... THAT'S [XXX-XXXX] TO SEE JUST HOW LOW YOUR RATES COULD GO.

DIFFERENT VOICE: NOT CONNECTED WITH OR ENDORSED BY THE UNITED STATES GOVERNMENT OR THE FEDERAL MEDICARE PROGRAM.

PLAN F RADIO AD :60 SECOND

HI. MY NAME IS [AGENT NAME] FROM AMERICAN REPUBLIC CORP INSURANCE COMPANY AND I'VE BEEN HELPING [TOWN] RESIDENTS FIND ANSWERS TO THEIR MEDICARE QUESTIONS FOR SEVERAL YEARS. TODAY I'D LIKE TO FILL YOU IN ON A SECRET MOST "BIG NAME" INSURANCE COMPANIES DON'T WANT YOU TO KNOW.

THE FEDERAL GOVERNMENT HAS STANDARDIZED ALL MEDICARE SUPPLEMENT PLANS. THAT MEANS THE PLAN F BENEFITS FROM A WELL-KNOWN COMPANY ARE **EXACTLY THE SAME** AS PLAN F FROM A SMALLER COMPANY.

SO WHAT'S THE DIFFERENCE?

PRICE. RATES CAN VARY DRAMATICALLY ... EVEN WHEN PLANS DELIVER THE **EXACT SAME** BENEFITS.

COULD YOU BE PAYING **MORE** THAN YOU NEED TO? FOR BENEFITS YOU COULD GET AT A MUCH LOWER PRICE?

I'D LOVE TO HELP YOU FIND OUT. JUST CALL ME AT [XXX-XXXX] AND I'LL BE HAPPY TO WALK THROUGH IT ALL WITH YOU, INCLUDING THE COSTS, LIMITS AND BENEFITS. IF YOUR CURRENT COVERAGE IS A GOOD DEAL, I'LL TELL YOU. IF YOU COULD **PAY LESS** FOR THE EXACT SAME BENEFITS FROM ANOTHER COMPANY, I'LL EVEN HELP YOU SWITCH TO START SAVING RIGHT AWAY.

YOU'VE GOT NOTHING TO LOSE. SO WHY NOT GIVE ME A CALL AT [XXX-XXXX] ... THAT'S [XXX-XXXX] TO SEE HOW LOW YOUR MEDICARE SUPPLEMENT RATES COULD GO.

DIFFERENT VOICE: NOT CONNECTED WITH OR ENDORSED BY THE UNITED STATES GOVERNMENT OR THE FEDERAL MEDICARE PROGRAM. THIS IS A SOLICITATION OF INSURANCE AND AN AGENT MAY CONTACT YOU.

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Superseded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date:	Schedule	Schedule Item Name	Replacement Creation Date	Attached Document(s)
12/21/2009	Form	ARCIC 60-second Radio Ad for Plan F	01/20/2010	Z-2562 Bracketed.pdf (Superceded)

PLAN F RADIO AD :60 SECOND

HI. MY NAME IS [AGENT NAME] FROM AMERICAN REPUBLIC CORP INSURANCE COMPANY AND I'VE BEEN HELPING [TOWN] RESIDENTS FIND ANSWERS TO THEIR MEDICARE QUESTIONS FOR SEVERAL YEARS. TODAY I'D LIKE TO FILL YOU IN ON A SECRET MOST "BIG NAME" INSURANCE COMPANIES DON'T WANT YOU TO KNOW.

THE FEDERAL GOVERNMENT HAS STANDARDIZED ALL MEDICARE SUPPLEMENT PLANS. THAT MEANS THE PLAN F BENEFITS FROM A WELL-KNOWN COMPANY ARE **EXACTLY THE SAME** AS PLAN F FROM A SMALLER COMPANY.

SO WHAT'S THE DIFFERENCE?

PRICE. I'VE SEEN PRICES VARY BY HUNDREDS OF DOLLARS A YEAR ... FOR THE EXACT SAME BENEFITS.

COULD YOU BE PAYING **MORE** THAN YOU NEED TO? FOR BENEFITS YOU COULD GET AT A MUCH LOWER PRICE?

I'D LOVE TO HELP YOU FIND OUT. JUST CALL ME AT [XXX-XXXX] AND I'LL BE HAPPY TO WALK THROUGH IT ALL WITH YOU, INCLUDING THE COSTS, LIMITS AND BENEFITS. IF YOUR CURRENT COVERAGE IS A GOOD DEAL, I'LL TELL YOU. IF YOU COULD **PAY LESS** FOR THE EXACT SAME BENEFITS FROM ANOTHER COMPANY, I'LL EVEN HELP YOU SWITCH TO START SAVING RIGHT AWAY.

YOU'VE GOT NOTHING TO LOSE. SO WHY NOT GIVE ME A CALL AT [XXX-XXXX] ... THAT'S [XXX-XXXX] TO SEE HOW LOW YOUR MEDICARE SUPPLEMENT RATES COULD GO.

DIFFERENT VOICE: NOT CONNECTED WITH OR ENDORSED BY THE UNITED STATES GOVERNMENT OR THE FEDERAL MEDICARE PROGRAM.